

Supporting Features	Customer Benefits
PDA users are presented with supplier logo	Greater market visibility with display supplier logo
Supports global medical market place	Promotes global presence of supplier in all areas of medical product purchasing
Supports Measuring System; i.e. 3 <sup>rd</sup> party functionally	Ensures accurate sizing and variations of product Efficient use reduces waste of products due to incorrect product sizes Provision for calculation and storage of custom algorithms
Backup and restore users' settings	Quickly restores user to working status Handheld can easily be personalized for any user
Provides product description, techniques and uses, drawings and dimensions, codes and sizes, and pictures and videos	Provides the customer with accurate information needed to select the proper products to meet the patient needs
Ability to send high resolution literature and brochures via email, fax and print	A more efficient and powerful multi-media presentation to the customer prompts quicker response time
Processes automated email and fax transmissions	The efficient sharing of information saves the customer and sales representative valuable time
Provides a messaging marquee	Daily updates from the home office can be sent to all system users A rapid tool to send out a unified message to all users, or a select group of users
Provides print capability	Completes the customer service cycle Customers receive a printed confirmation at point of delivery
Allows real time product availability, fee and product ordering information	Improved customer relations by providing instant access to online information Locating product for shipment is simplified through use of a detailed product location report
Provides an automated one-stop-shop: order, ship, bill, replenishment of product	Improved time management
Manage and track inventory with use of inquiries, lists and reconciliation tools	Promotes quicker response time between supplier and the client. Reduction in inventory handling related costs Provides tighter control of assets
Provides automated inventory controls	Increased and thorough invoicing of distributor products Quicker response time to supplier in reporting of inventory movements
Allows flexible data synchronization of supplier home office with the handheld user	Ensures valid and timely information is shared and transmitted between home office and PDA user.
Provides helpful audit trails of product movement	Ensures accuracy of suppliers product distribution
Creates linkage of product to patient ID record	Improves the tracking of product implants A timesaving feature for the customer Product assignment is more likely to occur because of automated processing, which includes secure data transmissions to supplier
Complies with HPPA and JCO	Full reporting of product and patient assignment through secure data transmissions
Provides wireless connectivity	Allows for the transmission of data via a wireless device and/or a modem to supplier
Implements fast and simple bar code scanning	Product misrepresentation is virtually eliminated Reduction of data entry error
Equipped with an attachable camera	Ability to store and send digital pictures and e-forms electronically to supplier